



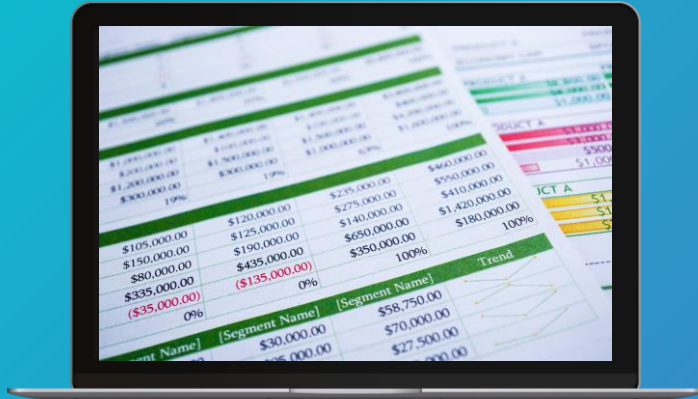
Featured Success Story

**Global FMCG
company reduces
CO2 emissions
with Domo-based
dashboard**

Client: A multinational, fast-moving consumer goods (FMCG) company

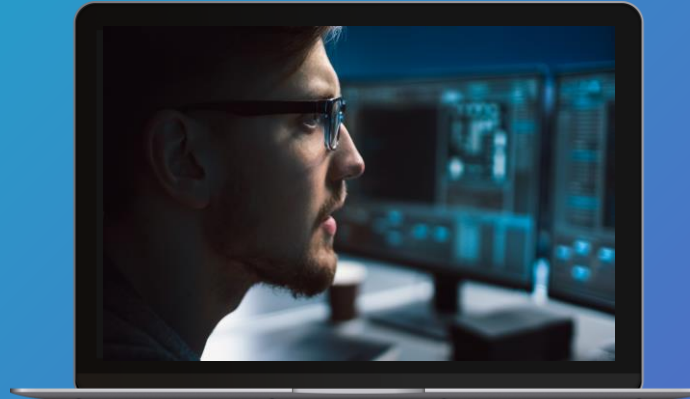


Challenges



- Time-consuming, back-and-forth reporting processes with cross-functional stakeholders exacerbated by manual workflows
- Disparate data sources that often include inconsistent information and rely on difficult-to-analyze Excel workbooks
- No tangible ways to calculate emissions

Solutions



- Developed an interactive, Domo-based CO2 emissions dashboard together with freight emissions calculation and reporting company EcoTransIT World
- Built on Domo's capabilities, including an extract-transform-load (ETL) development environment as well as data storage, dashboard design, and integration via APIs
- Created a custom Domo connector that integrates cleansed and enriched data and calculations from EcoTransIT World

Value Delivered



- Enabled the company to successfully implement sustainability initiatives in their freight operations
- Reduced CO2 emissions by tracking carbon footprint in each mode and type of travel
- Used automation to minimize human interference, delays in communication, and standardize business logic
- Create a centralized, easy-to-use dashboard that anyone can access across all the company's locations

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contact@lingarogroup.com
lingarogroup.com